

# Price list for banner and text advertising

valid from 1. 1. 2020

# Pravda

## Banner formats

Weekly packages (flat rates):

Format name	Size (px)	Data limit
Branding	1200x200 + 2x 200x700	200 kB (65+70+65)
Square	300x300	75 kB
Double square	300x600	75 kB
Screen	1200x200	75 kB
Billboard	1200x400	75 kB
Bottom square	300x300	75 kB

1 000 000 imp.		500 000 imp.		300 000 imp.		200 000 imp.		100 000 imp.	
Price	CPT	Price	CPT	Price	CPT	Price	CPT	Price	CPT
11 500 €	11,50 €	7 500 €	15,00 €	5 500 €	18,33 €	4 500 €	22,50 €	3 000 €	30,00 €
6 000 €	6,00 €	4 500 €	9,00 €	3 000 €	10,00 €	2 500 €	12,50 €	1 500 €	15,00 €
9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
9 000 €	9,00 €	5 500 €	11,00 €	4 000 €	13,33 €	3 500 €	17,50 €	2 000 €	20,00 €
		8 100 €	16,20 €	6 700 €	22,33 €	5 500 €	27,50 €	4 100 €	41,00 €
4 500 €	3,00 €	2 200 €	4,40 €	1 500 €	5,00 €	1 200 €	6,00 €	800 €	8,00 €

Non-standard and mobile formats - on request.

## Text advertising

Format	Placement	Publication period	Price
TOP article	homepage - 2nd position	Top position for 24 hours*	4 500 €
PR article	homepage - 7th position	4th position for 24 hours*	1 500 €
	content section (except Spravy.pravda.sk) - 2nd position	2nd position for 24 hours*	600 €
	Komercespravy.pravda.sk	Komercespravy.pravda.sk	120 €
Commercial blog	Blog.pravda.sk	3 months	125 €
		12 months	400 €
Native article	section by agreement (except for Top position on HP)	remains in the editorial content	from 1500 EUR**

\* remains in section komercespravy.pravda.sk | \*\* depends on elaboration of the article

Surcharges:		
Video/sound	30 %	For PR articles and banners.
Political advertising Double branding	20 %	A political advertising must not violate applicable laws of the Slovak Republic, the general business conditions of the publisher and general good manners.
Data limit exceeded	10 % - 30 %	Every 1MB over limit is surcharged by 10 %, maximum of 30 %. Banner videos maximum is 0,95 MB without exceeding possibility.
Exclusivity within the ad slot	100 %	

## Other forms of communication

Format	Placement	Publication period	Price
Contest	chosen subpages (except for Spravy.pravda.sk)	7 days	600 €
Survey	chosen subpages (except for Spravy.pravda.sk)	7 days	1 200 €
Pop-up/interstitial	Pravda.sk, capping 1	1 day	10 000 €
Employer account	Profesia.pravda.sk	3 months (max. 15 ads monthly)	600 €
Video formats	Pricelists for video formats are at Pravda.sk/cenniky		

Cancellation fees:	
6 to 10 days to campaign launch	50 %
5 days or less	100 %

Prices are without VAT. Discounts are provided by agreement.

PEREX, a.s., Trnavská cesta 39/A, 831 04 Bratislava

ID: 00 685 313 | VAT ID: SK 2020459144 | Registered: The Commercial Register of the District Court Bratislava I, Section Sa, no. 62/B | Bank account: Slovenská sporiteľňa, a.s. | Account number: SK90 0900 0000 0051 4353 2023

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www.tv.pravda.sk

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## Terms and Conditions

Adverts are only accepted on the basis of orders or concluded contracts. The order needs to contain all billing requisites:

- Customer's business name and place of business, billing address
- Corporate ID, VAT ID, bank information, name of responsible employee
- Exact specification and description of the ordered service

The order shall be delivered in written form by post, fax, in person, or via e-mail.

By ordering advertising, customer accepts the General Terms and Conditions of the P E R E X, a. s. publishing house, that is located at [www.pravda.sk](http://www.pravda.sk)

P E R E X, a. s. reserves the right not to accept an order which is contrary to the publisher's General Terms and Conditions, valid advertising price list, technical specifications, or legal and ethical standards applicable in the Slovak Republic.

The publisher also reserves the right to refuse to publish an advert or a specific creative work without specifying the reason.

**P E R E X, a. s., Trnavská cesta 39/A, 831 04 Bratislava**

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